

## SOCIETY WOMEN ACT AS SHOPGIRLS IN AID OF CHARITY

Novel Experiment Is Under  
Way To-Day in Big De-  
partment Store.

THEY ARE KEPT BUSY.

For Six Days Score of Well-  
Known Women Will Work  
Behind Counters.

"Oh, Mrs. ain't they just lovely? Did you see that perfectly lovely diamond necklace? And don't they just go about selling things in real earnest? But those hands they wear on their arms make them look like nurses, don't they? There, that lady's sold another hat!"

This was the consensus of those whose opinion is worth the most—the shopgirls themselves—concerning the social invasion to-day of the "behind the counter" region of Gimbel Brothers' store.

The invasion occurred on the third floor, where a score of society women, for the most part all in demure black with wide, white chiffon collars, took up the task of selling goods to raise

funds under the auspices of the Social Service Bureau of Bellevue Hospital. It was for 10 per cent. of their sales that they were there selling imported and domestic millinery and blouses, sweaters and haberdashery. And by the way sales were going toward noon, it seemed not at all unlikely that by the end of the week—for the novelty is to continue for the next five days—many thousands of dollars will be available for charity.

The first of the society "salespeople" to appear on the scene to-day was Mrs. Joseph Truesdale, Chairman of the Sales Committee. As soon as she reached the third floor, she was shown into the special room provided for her host of "shopgirls," which was provided with a large mirror, boxes of powder, individual puffs and an attendant. There she and those who came after, were provided with a red braided banding a red cross, a pencil and pad and shown where their hats and wraps might be cared for during the day. In order that these shopgirls might be aided in the study of mechanics, details of the work a skilled corps of the store's regular employees was told off to wear a badge bearing a white cross with the word "Information" on it. These "informants" were there to make out the sales checks and do other routine work generally. All the society women had to do was to make the sales.

One of the earliest arrivals was Mrs. Nicholas Middle. She had not been on duty an hour before she cried, as she passed Mrs. Truesdale—who was a sort of Floor Walker General—"I've sold \$3 worth of waists." She told an Evening World reporter it took her nearly an hour to sell one woman a \$3 waist.

"But I did it," she added, "and the purchaser asked me if it was true some society ladies were acting as salesgirls."

Later came to the store Mrs. Fuller

## Society Women Who Acted as Shopgirls In Department Store to Aid Charity Fund



Society women as shopgirls, from left to right: Mrs. Harry W. Howe, Mrs. E. N. Potter Jr., Mrs. G. C. Clarke Jr., Mrs. John Nichols, Mrs. E. R. Elliot, Mrs. J. W. Fuller Potter, Mrs. George G. Thompson, Miss Yvonne Gourd, Mrs. Seth Bliss Hunt (in center, front) and Mrs. J. R. Truesdale.

## EXPLOSIONS SPREAD FIRE ON BRITISH SHIP

Captain of Steamer Matatus Lost  
in Blaze Which Destroys  
Vessel at Pier

ST. JOHN, N. B., March 12.—The British steamer Matatus, after being on fire for more than twenty-four hours, was sunk at her dock today soon after a series of explosions during which her commander and designer, Capt. L. B. Gilham, was killed. Gilham's body was recovered. The cargo, which was destined for New Zealand, was probably destroyed.

Fire was discovered in the fore hold early yesterday while the Matatus was in the stream ready to sail. She was towed back to her dock where three tugs and the local department apparently subdued the flames. Several hours later, however, there were a number of explosions, thought to have started from a quantity of heated calcium carbide. Capt. Gilham was in his stateroom at the time and his means of escape was cut off. His body was found close to the door. The second fire, which followed the explosions, burned so fiercely that the sea cocks of the vessel were opened and she was allowed to sink.

## WIFE SEEKING TO PUT MAYO IN LUDLOW JAIL

Woman Who Lived With Millionaire Eleven Years Accuses Him of Contempt

Mrs. Winifred Mayo-Mayo, who for eleven years lived with Virgil St. J. Mayo, the New Haven millionaire, believing herself to be his wife, today asked Supreme Court Justice Cavegnan to send the rich man to Ludlow Street Jail for contempt of court. She is suing him for \$250,000 damages for promising to wed her twelve years ago. Although they were married in Brooklyn before a clergyman, Mrs. Mayo claims the radiator manufacturer knew he had a wife living in Scranton, Pa., and wilfully led her into a marriage which was not binding.

## HANEL SENTENCED TO DEATH

Man Who Killed Brooklyn Woman to Die April 24

Joseph E. Hanel, convicted last week of the murder of Mrs. Julia Helmer on April 22, 1915, in her home at No. 217 Albermarle Road, Brooklyn, was today sentenced by Justice Crane, in the Criminal Branch of the Supreme Court of Brooklyn, to die in the electric chair at Sing Sing during the week of April 24.

Hanel collapsed when his conviction was announced, but evinced little emotion when sentenced to-day.

Hanel choked and gagged his employer, who weighed but eighty-seven pounds, and then robbed the house. He was captured in Baltimore after having been at large for nearly a year. He is twenty-eight years old.

## REALTY NOTE

For Rent—Former patron having no further use for same, one Villa in Mexico, surrounded by large grounds, mostly unimproved. Unfurnished immediate possession.

## TEST FOR MINERS' UNION.

U. S. Court to Hear Argument on Validity of the Organization. WASHINGTON, March 12.—The Supreme Court today restored to the docket for argument, the case of the Hitchman Coal and Coke Company against John Mitchell, Secretary Wilson and others, involving the question of whether the United Mine Workers is organized in contravention of the Sherman Anti-Trust law.

An appeal from the United States Circuit Court in favor of the union was dismissed for want of jurisdiction, but the Supreme Court retained jurisdiction of the case by granting a writ of certiorari because of the importance of the question.

## LOOT STORE OF \$1,002.

Columbus Avenue Branch of Riker-Hegeman Company Entered.

The manager of the Riker-Hegeman drug store at No. 125 Columbus Avenue, corner of Sixty-fifth Street, on opening the store to-day discovered that burglars had wrecked the safe and stolen \$1,002. The crackmen left behind an assortment of fine drills and a powerful sectional jimmy.

Trail in the snow on the roof of a building to the north show that the thieves entered this building, walked to the roof and descended down a fire escape until they reached a point

opposite a small window in a retiring room in the Riker-Hegeman store. This window was protected by four iron bars.

The burglars, working from the fire escape landing across a space less than three feet wide, ripped off the bars and climbed through the window. Although there were two bright lights in the store, they rolled the small safe, unobserved, into the retiring room where, with the drills and the jimmy they removed the door at leisure, appropriated the money and departed by way of the window and the fire escape.

## FACE DISFIGURED WITH PIMPLES

Body Affected, Were Large and Red, Got Worse, Could Not Sleep With Itching, Completely

HEALED BY CUTICURA SOAP AND OINTMENT

"I was suddenly taken with pimples and I could not go out in the open air. My face and body were affected and the pimples were large and red and itched. Later they got worse and my skin was sore and inflamed. I could not sleep with the itching and I used to scratch and irritate the affected parts. My face was disfigured."

"I used all sorts of remedies but not one could help me until I used Cuticura Soap and Ointment. After using them six weeks I saw there was not one pimple on my face or body. I was completely healed." (Signed) Jack Schechtman, 156 E. 109th St., New York City, July 17, 1915.

Sample Each Free by Mail With 25c. Skin Book on request. Address post-card "Cuticura, Dept. T, Boston." Sold throughout the world.

**Chapeaux La Marquise**  
**\$8.50**

The beautiful trimmed hats that are so much talked of—Chapeaux La Marquise represent the new tendencies which Paris models indicate. And they compare favorably with hats that are priced \$12 and even \$15 elsewhere.

A few of our new styles are:  
Large Linen Suits with Outrich Band Trimming  
New Linen Trimmings for Dress Wear  
Smart Black, Navy and Gray Tailored Hats  
Large Soft Hair Hats in Drusy Effects  
Natural and new Colored Lapin Hats  
Small Pale Hats and Outrich Trimmings  
Macy—Second Floor, 34th Street

**R. H. Macy & Co.**  
HERALD SQUARE, NEW YORK

**77c**

**R. H. Macy & Co.**

Announce that their Shirt Department will place on Sale **TUESDAY, 9 A. M.**

## One Thousand Dozen Shirts

**77c**

8400 with Soft Cuffs  
3600 with Laundered Cuffs  
All Negligee Coat Style Garments

Fine Woven Madras  
Fine Printed Madras  
Highly Mercerized Fabrics  
Crepe Weaves

700 Dozen of These Shirts are Made with Box Pleat Centres and Finished with Five-Pearl-Button Fronts.

### These Shirts Will Be Bought in Dozen Lots

by those who recognize the really remarkable opportunity offered. You will pay twice as much for most of these shirts this coming season. Fine woven and printed Madras, highly mercerized fabrics and crepe weaves; in short, all the higher grades of shirtings are represented.

The variety of patterns is almost numberless. They show a strong leaning toward the more exclusive spring colorings. Every one of these shirts is especially made for us and bears the standard label of R. H. MACY & CO.

The sizes range from 13½ to 18 inches, and the sleeve lengths are 34 and 35 inches.

Macy—Main Floor, 34th Street, Broadway.

Herald Square **R. H. Macy & Co.** New York

## THE NEW YORK WORLD SETS THE PACE

The WORLD sells 100,000 copies more in New York City each weekday than any other morning newspaper.

## The Drug, Caffeine, In Coffee Is A Habit-Forming Agent

Bulletin 393, U. S. Department of Agriculture, entitled "Habit-Forming Agents," referring to caffeine and other ingredients used in the manufacture of certain soft drinks, headache mixtures, etc., says:

"Until recently it was claimed by some that these agents were harmless and did not belong to the habit-forming group. Later investigations, however, clearly show that this position is unwarranted."

The average cup of coffee contains about 2½ grains of caffeine. Mothers give it to their children and wives give it to their husbands—unconscious of the harm coffee does to health.

When the nerves cry out, or indigestion, biliousness, headache or heart flutter begin to trouble, it's time to look to the cause.

An easy, sure way out of coffee troubles is to quit the coffee, and use

# POSTUM

—the pure cereal food-drink

There are two forms of Postum. The original Postum Cereal must be boiled; Instant Postum is quickly soluble in hot water, more convenient to prepare, and has the same rich flavor as the original Postum. Some prefer one form, some the other; both are free from the habit-forming drug, caffeine, or any other harmful substance, and the cost per cup is about the same.

**"There's a Reason" for POSTUM**

